

## April 2011 Training Dates

<p><b>April 7, 2011      Noon</b></p> <p><b>Type:</b> Live Webinar</p> <p><b>Topic:</b> Healthy Food, Healthy Farms Webinar Series: What It Takes to Grow Healthy Food – Views from the Farm</p>	<p>Increasing access to healthy food is one key mechanism for stemming the tide of obesity and diabetes sweeping America's young and old. But, what does it take to grow healthy food? Fruit and vegetable growers in all parts of the United States face disproportionate challenges to those faced by growers of commodity crops—including greater financial risk. Hear from three individuals with a farming perspective on the challenges of growing healthy food and insight into the impacts of the Farm Bill and other federal policies. <a href="#">Click here</a> to register</p>
<p><b>April 7, 2011      2 PM ET</b></p> <p><b>Type:</b> Live Webinar</p> <p><b>Sponsor:</b> The Robert Wood Johnson Foundation Center to Prevent Childhood Obesity</p> <p><b>Topic:</b> New York City Active Design Guidelines: A Model for Promoting Physical Activity.</p>	<p>In January 2010, New York City released innovative Active Design Guidelines, a set of evidence-based and best-practice strategies to guide public and private sector architects, designers, planners, owners, and managers on how to promote physical activity in the design, construction, and operation of buildings, streets, and neighborhoods. These model guidelines are the result of a unique multi-agency, inter-disciplinary collaboration. This webinar will highlight some of the most promising strategies including urban design, building design, and synergies between active and sustainable design as well as offer concrete steps for promoting active living through the built environment. <a href="#">Click here</a> to register and for more information.</p>
<p><b>Tuesday, April 12, 2011   1 PM – 2 PM ET</b></p> <p><b>Type:</b> Live Webinar</p> <p><b>Sponsor:</b> National Center for Safe Routes to School in partnership with America Walks</p> <p><b>Topic:</b> Lessons from Florida's Crossing Guard Program</p>	<p>Learn about a national model for well trained adult school crossing guards that play an important role in helping children cross streets safely. Learn about the Ramon Turnquest School Crossing Guard Act (1992) which requires most governmental entities that administer school crossing guard programs to provide training based on guidelines adopted the Florida Department of Transportation (FDOT) The program includes a train-the-trainer program. Learn more at: <a href="http://www2.dot.state.fl.us/CrossingGuard/index.aspx">http://www2.dot.state.fl.us/CrossingGuard/index.aspx</a> <a href="#">Click here to Register:</a> <a href="https://www1.gotomeeting.com/register/948654561">https://www1.gotomeeting.com/register/948654561</a></p>
<p><b>April 21, 2011      12 Noon – 1 PM ET</b></p> <p><b>Type:</b> Live Webinar</p>	<p>In July 2010, the Iowa Department of Public Health released its initial worksite wellness toolkit: Healthy Iowa Worksites. This webinar will discuss the toolkit as well as other related efforts taking place in Iowa,</p>

<p><b>Sponsor:</b> State of Wellness Series</p> <p><b>Topic:</b> Healthy Iowa Worksites</p> <p>About The Presenter: Amy Liechti is the Worksite Wellness Coordinator for the Iowans Fit for Life Program at the Iowa Department of Public Health.</p>	<p>including a partnership formed with the Iowa Department of Education aimed at addressing worksite wellness in Iowa's schools. Learning Objectives: Learn about the worksite wellness work of Iowans Fit for Life and the collaborative efforts in place to address worksite wellness for school staff. <a href="#">Click here</a> to register.</p>
<p><b>April 21, 2011 2 PM ET</b></p> <p><b>Type:</b> Live Webinar</p> <p><b>Sponsor:</b> The Robert Wood Johnson Foundation Center to Prevent Childhood Obesity</p> <p><b>Topic:</b> The Farm Bill 101.</p>	<p>The Farm Bill is a massive piece of federal legislation that authorizes billions of dollars for nutrition and agriculture programs across the country. It governs a wide range of federal farm and food policy and programs including vital domestic food and nutrition programs such as the Supplemental Nutrition Assistance Program (SNAP). The bill is reviewed and renewed every five years on average, with the next reauthorization slated for 2012. This webinar will give a brief overview of the current legislation and the political climate surrounding the pending reauthorization. It will also highlight how policies authorized through the Farm Bill are related to childhood obesity, and offer potential strategies for combating this epidemic through changes to our national, state, and local food policy. <a href="#">Click here</a> to register and for more info.</p>
<p><b>April 21, 2011 3:30 PM ET</b></p> <p><b>Type:</b> Live Webinar</p> <p><b>Sponsor:</b> The North Carolina Division of</p>	<p>Webinar will be recorded, available on NCDPH Website. To join the webinar just <a href="#">Click this link</a>. Dial-In: 1-877-685-5350 Pass-Code: 181733</p>

<p>Public Health's Healthy Weight Communications Unit</p> <p><b>Topic:</b> Budgeting, Staffing and Time, Oh My! - Overcoming the Barriers to Communications Planning.</p>	<p>This webinar is a part of a Marketing Communications Series</p>
<p><b>April 28, 2011, 1 – 2:30 PM ET</b></p> <p><b>Type:</b> Live Webinar</p> <p><b>Sponsor:</b> Public Health Law &amp; Policy (PHLP)</p> <p><b>Topic:</b> Opening Up the Schoolyard</p>	<p>Learn the nuts and bolts of how to create contracts with area schools that give children safe places to play after school. After-school and weekend use of school yards is a critical way to expand physical activity in low-income communities, especially during lean economic times. This webinar explores the key elements of negotiating joint use agreements and how to overcome real and perceived barriers to implementation. <a href="#">Click here</a> to register.</p>

<b>May 2011 Live Webinar Trainings</b>	
<p><b>May 12, 2011 2 PM ET</b></p> <p><b>Type:</b> Live Webinar</p> <p><b>Sponsor:</b> The Robert Wood Johnson Foundation Center to Prevent Childhood Obesity</p> <p><b>Topic:</b> Portraits of Success: The Farm Bill in Action.</p>	<p>While the Farm Bill is shaped at the federal level, its policies are implemented at the state and local levels. Initiatives such as EBT access at farmers' markets, assistance for local farmers to produce and distribute fresh fruits and vegetables, and programs that help make healthy food available to low-income children year-round are all funded through the Farm Bill. This session will highlight some of the community-based promising strategies that are currently underway to help improve access to affordable, healthy food choices for all. <a href="#">Click here</a> to register and for more information.</p>
<p><b>May 19, 2011 12 Noon – 1 PM</b></p> <p><b>Type:</b> Live Webinar</p>	<p>Each month's webinar will feature a state worksite wellness strategy or a worksite wellness related topic.</p> <p><a href="#">Click here</a> to register.</p>

<p><b>Sponsor:</b> State of Wellness</p> <p><b>Topic:</b> The State of Wellness is a free webinar series highlighting the different approaches taken by states to deliver worksite-based health and wellness initiatives.</p>	
<p><b>May 19, 2011 3:30 PM</b></p> <p><b>Type:</b> Live Webinar</p> <p><b>Sponsor:</b> The North Carolina Division of Public Health's Healthy Weight Communications Unit</p> <p><b>Topic:</b> Making your Message Contagious: How to Use Social Media to Spread the Word</p>	<p>Webinars will be recorded, available on the sponsor's website. To join the webinar just <a href="#">Click this link</a>. Dial-In: 1-877-685-5350 Pass-Code: 181733</p> <p>This webinar is part of a Marketing Communication Series.</p>
<p><b>May 26, 2011 Time: 1 PM ET</b></p> <p><b>Type:</b> Live Webinar</p> <p><b>Sponsor:</b> Public Health Law &amp; Policy (PHLP)</p> <p><b>Topic:</b> Junk Food Marketing to Kids: Can We Stop It?</p>	<p>Hear about new strategies that policymakers and advocates across the country have begun exploring to limit food marketing in schools, neighborhoods, and on TV and the internet. <a href="#">Click here</a> to register</p>

## June 2011 Live Webinar Trainings

**June 23, 2011 Time:** 1 PM

**Type:** Live Webinar

**Sponsor:** Public Health Law & Policy (PHLP)

**Topic:** Pricing for Health: How to Make the Healthy Stuff Cheaper

Pricing strategies, including taxes, have been very effective in cutting tobacco use. We'll look at how various ways of influencing the price of unhealthy products have worked for tobacco control and whether they could help combat obesity – and we'll explore some nontraditional pricing strategies to make healthy foods more affordable. [Click here](#) to register.

## Online Course

**Topic:** How savvy are your social marketing skills?

This free online course from CDC/DNPAO is designed to help you feel more confident in your ability to apply social marketing fundamentals to nutrition, physical activity, and obesity-related programs and services. This easy-to-use self-instructional course provides basic step-by-step instruction in the six phases of the social marketing planning process. You can work through the lessons at your own pace. [Click here](#) to learn more about this online course.